



Elaine M. Divelbliss
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Via Electronic Submission

September 7, 2012

Ms. Marlene Dortch
Secretary, Federal Communications Commission
445 12th St, SW, Room TW-A325
Washington, DC 20554

Re: Application of Virgin Mobile USA, L.P. to Participate in the Broadband Adoption Lifeline Pilot Program; *Lifeline and Link Up Reform and Modernization*, WC Docket No. 11-42

Dear Ms. Dortch:

Virgin Mobile USA, L.P. ("Virgin Mobile" or "the Company"), an affiliate of Sprint Nextel Corporation ("Sprint"), herein further supplements the above referenced application to participate in the Broadband Adoption Lifeline Pilot Program ("Program"). On August 14, 2012, the Company spoke by telephone with Wireline Competition Bureau Staff. During the call, the Commission requested clarification concerning certain details of Virgin Mobile's application, summarized in the Notice of Ex Parte Communication filed on August 16, 2012, in the above-referenced docket. On August 31, 2012, the Company filed a supplement to the petition and indicated therein that further supplement would be provided in response to two items raised by Staff..

Virgin Mobile further supplements its petition in response to Staff's inquiries as follows:

- **The form that Virgin Mobile will use to enroll pilot program participants, including the disclosures that will be provided to the customer concerning Lifeline eligibility and the pilot program.**

A revised draft outreach and enrollment form is attached hereto.

- **The channel through which Virgin Mobile will enroll pilot participants and how it will go about ensuring that customers are not enrolled as pilot participants in more than one subsidized pilot program.**



Virgin Mobile intends to permit Assurance Wireless customers in good standing to enroll in the Program either using an enrollment form provided with the outreach materials or over the phone with responses recorded in a retrievable format. In connection with the enrollment process, the customer will be required to affirm that they have not signed up for Lifeline broadband service with another provider.

Virgin Mobile appreciates the time and effort of Staff in reviewing its application. Please do not hesitate to contact me with any additional questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "Elaine M. Divelbliss".

Elaine M. Divelbliss

cc: Kimberly Scardino
Garnet Hanly
Jonathan Lechter
Jay Schwarz

**Get FREE Internet Access for up to 12 months with
a one-time \$10 fee for the simple plug-in device.**

Mr. John Q. Sample
123 Main Street, Apt. A-12
Columbus, OH 43085

assurance
wireless
brought to you by 

Dear Mr. Sample:

Now you can get FREE wireless Internet for up to 12 months in a Lifeline Assistance trial program available to current Assurance Wireless customers. Your only cost: \$10 for the simple plug-in device that is your wireless connection.

You can accomplish so much with 12 months of FREE wireless Internet.

Just think. You can send your resume to an employer. Your children can research homework assignments. Everyone can stay in touch via email.

Here's what you get:

- The Virgin Mobile Broadband2Go plug-in device that lets you connect to the Internet for \$10
- One FREE gigabyte of space each month. That's approximately 50 hours of web browsing and up to 100,000 emails
- Access to The Nationwide Sprint® 3G Network
- No Monthly Bills or Activation Fees
- Our handy Online Meter – so you can see how much data you have left for that month
- After the 12-month trial program ends, you may keep the Virgin Mobile Broadband2Go device and enroll in a Virgin Mobile Broadband2Go plan if you choose

Get Started Today

It's easy. To sign up complete the form below and mail it back in the postage-paid envelope provided.

Your device should arrive in 5 to 10 business days. Then simply plug it into your computer and connect to the Internet at home or on the go. And, **shipping is free.**

Don't miss out on this special opportunity for Assurance Wireless customers only!

P.S. If you misplaced your postage-paid envelope, mail back to: **Virgin Mobile Broadband2Go Offer, PO Box 333, Parsippany, NJ 07054-3330.**

**The Virgin Mobile Broadband2Go
device works with both PCs and Macs.**

Turn over for details on how to qualify.



SIGN UP TODAY! SIMPLY FILL OUT THIS FORM.

☒ **YES, I WANT TO PURCHASE THE \$10 VIRGIN MOBILE BROADBAND2GO MOBILE DEVICE
AND RECEIVE UP TO 12 MONTHS OF FREE MONTHLY INTERNET SERVICE (1 GIGABYTE PER MONTH).**

Mr. John Q. Sample
123 Main Street, Apt. A-12
Columbus, OH 43085
XXX-XXX-XXXX

Select Payment Method

☐ I authorize payment for the \$10 Virgin Mobile Broadband2Go Mobile Device from my credit card account

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Credit Card Number: _____ Expiration Date: ____/____/____

Please print name as it appears on credit card: _____

☐ I acknowledge that my household may only receive one Lifeline discounted broadband service. I certify that I am an Assurance Wireless customer in good standing. I understand that the same rules that govern my participation in the Assurance Wireless Lifeline program govern my participation in the Assurance Wireless Lifeline broadband trial program, such that if I become ineligible for Assurance Wireless I also become ineligible for the Lifeline broadband trial program.

☐ I authorize Virgin Mobile and/or Assurance Wireless to release any records required for the administration of the Assurance Wireless Lifeline program, including to the Universal Service Administrative Company. I understand that the records are required to ensure the proper administration of the Lifeline program and that failure to provide consent will result in denial of the Lifeline service.

☐ I authorize Virgin Mobile and/or Assurance Wireless to release my broadband usage data and other account information to USAC and the Federal Communications Commission on an anonymous basis and consent to the use of this data for statistical purposes.

☐ I agree to promptly complete questionnaires provided to me as a participant in the Lifeline broadband trial program, authorize Virgin Mobile and/or Assurance Wireless to the FCC, and consent to the use of my responses by the FCC.

X

SIGNATURE (Please use blue or black ink)

DATE: ____/____/____
mm/dd/yyyy

MAIL COMPLETED FORM IN ENCLOSED POSTAGE-PAID ENVELOPE.

How do you qualify for up to 12 FREE months of wireless Internet?

To qualify for the Lifeline Assistance broadband trial program, you must be a current Assurance Wireless customer in good standing. The federal Lifeline Assistance program is supported by the federal Universal Service Fund. If you choose to participate in the Lifeline broadband trial program and receive free internet access from Assurance Wireless for up to 12 months, you must agree to complete participant questionnaires. Your questionnaire answers will provide valuable information about the program.

All Lifeline Assistance program rules that apply to your Assurance Wireless service apply to the Lifeline broadband trial program. If you become ineligible for Assurance Wireless, you will also become ineligible for the Lifeline broadband trial program.

Your household may participate in the Lifeline broadband trial program with only one carrier. If you, accept this offer from Assurance Wireless, you may not also accept an offer to participate from another carrier.

Data usage estimated is based on average use. One Virgin Mobile MC760 USB device per Assurance Wireless account in good standing to be eligible. Offer is not valid for prior purchases or redeemable for cash and is not available in stores. MC760USB devices will be shipped free via a ground service. Payment accepted through American Express, Discover, MasterCard and Visa. The refurbished device may be returned for a full refund within 30 days of purchase with the original receipt, packing materials and all components. Please contact Broadband2Go Customer Care at 1-877-877-8443 for instructions. VIRGIN MOBILE BROADBAND2GO SERVICE IS SUBJECT TO TERMS OF SERVICE FOUND AT VIRGINMOBILEUSA.COM. Prohibited data uses apply. Average customer experience may vary. State and local sales taxes and fees may apply when adding funds to your account. Coverage not available everywhere. Sprint 3G Network for data service reaches over 275 million people. SYSTEM REQUIREMENTS: Windows: Windows XP, Windows Vista or Windows 7; PDF Reader Windows is a registered trademark of Microsoft Corporation in the United States and other countries. Mac: 32-Bit Mac OS X, 10.3, 10.4, 10.5, 10.6.
